

**CITY OF HAMPTON**  
**Citizens' Opinion Study**  
**Final Report**  
**September 2002**

**Prepared for: Ed Novi**  
**Public Communications Officer**  
**City of Hampton**

**Prepared by: Jeannine Perry**  
**Sr. Project Manager**  
**(757) 489-4887**

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## **PROCEDURAL INFORMATION**

<b>HIGHLIGHTS/OVERVIEW</b>
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This telephone survey of Hampton residents was conducted by Continental Research Associates, Inc., a Norfolk-based marketing research company. Three hundred randomly-selected households were contacted, and residents were asked to rate and share their opinions about various City services and characteristics. The multi-page, structured questionnaire also included lifestyle, factual, and demographic questions.

Professional, staff interviewers administered the surveys between September 9<sup>th</sup> and September 26<sup>th</sup>. The data were then tabulated and analyzed, and the findings presented to the City of Hampton in October.

### **Profile of Respondents**

Survey participants represented a full cross-section of Hampton's adult population:

Avg. number of years lived in Hampton	23.5 yrs.
% who are homeowners	66.0%
% with children under age 18 living at home	39.0%
% who are active duty military	12.0%
% with children in Hampton Public Schools	31.7%
Avg. age of respondent	48.1 yrs.
% who are Caucasian	48.7%
% who are African American	41.7%
% who are of another race	9.6%
% who have a bachelor's degree or beyond	25.7%
Avg. household income	\$43,384

<b>HIGHLIGHTS/OVERVIEW (cont'd)</b>
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### **Rating of 18 City Services**

The survey began by asking each respondent about his/her satisfaction with 18 City services. Average ratings were calculated using a 4-point scale where 4=Extremely Satisfied, 3=Satisfied, 2=Dissatisfied, and 1=Extremely Dissatisfied. As has been true in prior studies, Hampton received very favorable ratings. **All 18 services rated above the scale mid-point of 2.5.** The items that rated at 3.0 or higher were as follows:

The City's paramedic and ambulance services (3.31 out of a possible 4.00)

Fire services (3.25)

Garbage collection (3.16)

Public libraries (3.15)

The City's main 311 phone number system (3.13)

Police services (3.12)

The recycling program (3.11)

Youth sports activities (3.01)

Table 1 on the following page displays all 18 City services in descending order based on the combined percent who said they were "Satisfied" or "Extremely Satisfied." When interpreting these percentages, many municipalities use a minimum threshold of 80% for a favorable satisfaction rating. Using this scheme, City officials can identify services that may warrant additional emphasis. All but one of the items rated above the 80% satisfaction threshold.

<b>HIGHLIGHTS/OVERVIEW (cont'd)</b>
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**Table 1**

**Percent Satisfied With Some City Services  
("Extremely Satisfied" & "Satisfied" Responses Combined)**

Fire services	99.0%
Paramedic & ambulance services	98.0%
Public libraries	96.0%
Garbage collection	93.6%
311 phone number system	92.5%
Parenting programs, classes, & resources	91.9%
Police services	91.3%
Public health services	90.4%
Recycling program	89.3%
Youth sports activities	88.9%
City parks	88.3%
Community centers	87.7%
Application process for City permits	87.2%
Adult recreation activities	86.6%
Cultural & arts programs	84.9%
Social Service programs	84.8%
Entertainment at Hampton Coliseum	83.6%
Public school system	78.3%

**HIGHLIGHTS/OVERVIEW (cont'd)**

### Rating of 9 Selected City Characteristics

Nine City characteristics were also evaluated on the same 4-point satisfaction scale (4=Extremely Satisfied to 1=Extremely Dissatisfied). Again, **all of them rated above the scale mid-point of 2.5**. The items that rated above 3.0 were:

Information available on City services (3.07)

Courtesy of City employees (3.02)

Overall work performance of City employees (3.01)

Table 2 below displays the nine characteristics in descending order based on the percent who said they were “Satisfied” or “Extremely Satisfied.” All but four of the characteristics rated above the 80% threshold.

**Table 2**  
**Percent Satisfied With Some City Characteristics**  
**(“Extremely Satisfied” & “Satisfied” Responses Combined)**

Courtesy of City employees	93.3%
Information available on City services	91.7%
Overall work performance of City employees	90.3%
Ease of traffic flow on neighborhood streets	90.0%
Overall appearance of Hampton	83.0%
Beautification & landscaping of City roadways	79.0%
Condition of neighborhood streets	74.7%
Condition of main roads	63.3%
Ease of traffic flow on main roads	52.0%



<b>HIGHLIGHTS/OVERVIEW (cont'd)</b>
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Many area localities experience “lower” satisfaction scores for the condition of City roads and on issues related to traffic flow. From Hampton’s list of 27 City services and characteristics, the three lowest ranking items were: the condition of neighborhood streets (rated 2.80 out of a possible 4.0), the condition of the main roads in the City (2.64), and the ease of traffic flow on main roads (2.48). There continues to be some ongoing concerns about roads and traffic in Hampton, as is the case regionally.

### Use of City Services

Table 3 below shows the percentage of residents who had used certain City services in the past 12 months.

**Table 3**  
**Percent Who Have Used Certain City Services**

Participated in curbside recycling/dropped off recyclables	83.7%
Visited a public library in Hampton	72.3%
Visited a Hampton City park	65.3%
Attended cultural & arts programs	43.7%
Gone to the Hampton Coliseum	43.3%
Had direct contact with the Police Department	43.0%
Called 311	41.3%
Been inside a community center	34.3%
Attended adult recreation classes	17.0%
Had a child in youth sports activities	13.7%

<b>HIGHLIGHTS/OVERVIEW (cont'd)</b>
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Further examination of the data shows that the average satisfaction ratings were relatively consistent between those who had used a service and those who had not. Most City services were rated somewhat higher by those who had experience with them. After a statistical analysis, those who had used the public libraries rated them significantly higher than those who did not.

### **Agreement With 4 Selected Statements About Hampton**

Next, survey participants were asked to express their level of agreement or disagreement with four statements about Hampton. Most residents agreed that their “neighborhood receives the City services it needs” (86.0%), and three-fourths (75.0%) agreed that “the City works to provide services to improve the quality of life in all Hampton neighborhoods.” Nearly three-fourths of those surveyed (73.3%) agreed that they “know how to inform the City about the way they feel on important issues.” Slightly fewer people (62.7%) agreed that “before the City makes important decisions, it considers the opinions of citizens who want to be heard” (see Table 4 below).

**Table 4**

#### **Percent Who Agreed With Selected Statements About Hampton (“Strongly Agree” and “Agree” Responses Combined)**

“Generally speaking, my neighborhood receives the City services it needs.”	86.0%
“The City works to provide services to improve the quality of life in all Hampton neighborhoods.”	75.0%
“I know how to inform the City about the way I feel on important issues.”	73.3%
“Before the City makes imp. decisions, it considers the opinions of citizens who want to be heard.”	62.7%

**HIGHLIGHTS/OVERVIEW (cont'd)****Customer Service**

When asked if they had contacted a City department to get information or to report a problem during the past year, just over half (53.3%) said they had. The 160 people who had contact were asked to rate their experience using a 4-point satisfaction scale (4=Extremely Satisfied to 1=Extremely Dissatisfied). The City received very positive customer service ratings:

Overall quality of the City's response rated 3.05 (out of a possible 4.0)

The ease of making the contact rated 3.04

How quickly the City handled things rated 3.04

The City has several services designated to make government more accessible to citizens and to enhance customer service. There is a 311 phone system that allows citizens to request a service or ask a question, along with the City 1-Stop At The Mall, and a central permits office. Over two-thirds (67.3%) of the Hampton residents surveyed were aware of these service enhancements. Of the 202 people who were aware of the services, 72.3% said those efforts had improved their overall view of Hampton City government.

**Sources for Information Relating to Hampton City  
Government/"The Hampton City Page"**

Hampton residents use various sources to get information about City government. Nearly half (47.7%) said they get information from the newspaper/*Daily Press*, 11.3% watch network television, 9.0% use the Internet (as an aside, 64.7% of those surveyed have Internet access), 7.7% watch the City's cable TV station, 7.0% talk to friends or relatives, and 10.3% use other sources.

<b>HIGHLIGHTS/OVERVIEW (cont'd)</b>
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Almost 3 out of 5 of those surveyed (58.3%) had seen the special page in the Hampton Life section of the *Daily Press* called “The Hampton City Page.” Of the 175 people who remembered seeing it, nearly all of them (97.1%) were satisfied with its content.

### **The City Channel**

Overall, 40% of the survey participants had watched a Hampton City Council meeting on Ch. 47, The City Channel, during the past year. Of the 234 people who have cable TV in their home, and 51.3% said they had seen a Council meeting in the past year. Those who had seen City Council meetings on TV in the past year watched them an average of 6 times.

Over one-third (39.3%) of the cable subscribers had seen other Ch. 47 programs. Of those who had watched other Ch. 47 programs, nearly three-fourths (72.8%) rated them as “Excellent” or “Good.”

### **Conclusion**

Residents continue to be genuinely pleased with life in Hampton. It is evident that the City cares about its citizens and works very hard to meet citizen expectations. While some “scores” may decline in any given year, they are quite high overall. Tracking these data over time, looking for upward or downward trends, helps uncover issues that may need to be addressed.

## METHODOLOGY

This telephone survey of Hampton residents was conducted by Continental Research Associates, Inc., a Hampton Roads marketing research firm. Three hundred interviews were completed between September 9<sup>th</sup> and September 26<sup>th</sup> with randomly-selected households.

A similar study has been performed each year since 1987. The year 2002 questionnaire was based on previous surveys. After consultation with the client, minor modifications were made, and two new questions were included.

The list of Hampton residents' telephone numbers was generated by Continental Research using a copyrighted in-house computer software program. To minimize bias, a statistical sampling technique was employed to append two randomized digits to each number. The result was a list that included households with both new and unlisted phone numbers.

As is customary, the questionnaire was first pre-tested by senior staff members on a sub-sample of Hampton residents. During the pre-test, any problems with the questionnaire wording/vocabulary, sequencing, or layout were identified and corrected. Thirty-four households were included in the pre-test (which resulted in only minor survey modifications).

The data collection phase is extremely important to the research process. Professional staff interviewers conducted each interview. Each had extensive training and several years of experience prior to working on this study. In fact, many of the researchers had worked on earlier City of Hampton projects.

<b>METHODOLOGY (cont'd)</b>
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Prior to making the calls, a detailed briefing session was held to discuss important instructions for using the questionnaire. Each interviewer participated in several role-playing exercises with the survey. These exercises provided an opportunity to practice administering the questionnaire, discuss various types of probes, and properly pace the reading of the pre-formatted survey.

After the briefing session, the data collection process began. All telephone calls originated from our central telephone facility in Norfolk. Contacts were initiated between 5:30 and 9:30 p.m. on weeknights and from 4 to 9 p.m. on Sunday. These hours were selected to ensure interviews with both working and non-working adults. Re-calls were made at the resident's convenience.

Each household selected for inclusion in the study was called up to six times (on different days) before a substitute phone number was chosen. This process is essential to achieving a fully representative sample. An appointment system was used to secure interviews with busy people, and a few surveys were completed over two contact calls.

To eliminate an anticipated bias caused by female-headed households and females answering the phone more frequently, a statistical technique was used to select the adult in the household who would be asked to participate in the survey. All survey respondents were Hampton residents over the age of 18, and only one adult per household was interviewed.

When working with randomized phone numbers, some cross City boundaries. To be certain that only City of Hampton residents participated, a brief screening item was placed at the beginning of the survey, and only "qualified" participants continued.

**METHODOLOGY (cont'd)**

Each interview took approximately 18 minutes to administer, and the survey was generally well-received. The survey information was directly entered into the computer system using Computer-Assisted Telephone Interviewing (CATI) technology. This process allows for the rotation of survey items within a grid-style question, thereby eliminating any sequence bias.

A Field Supervisor was present at all times to electronically monitor each interviewer's work. He "dual recorded" the work on the Novell-based computer network and checked for consistency in the recording of all answers. Over 38% of all calls were fully monitored, and an additional 25% were partially monitored. This is far in excess of the 5% industry validation standard.

At the end of each shift, a de-briefing session was held to discuss the survey's progress. Of course, these meetings provide only anecdotal evidence, but the information can be very useful when interpreting the results. De-briefings also help identify whether current events may be impacting the survey results, warranting a delay of a few days. No such events occurred during the course of this study.

Once the surveys were completed, the open-ended responses were categorized into narrow subject groupings and numerically coded for computerization. The codes were then key entered twice to ensure 100% accuracy, and a detailed computer program was written to tabulate the data. Using SPSS (the Statistical Package for the Social Sciences) software, the data from the 2002 Hampton Citizens' Survey were analyzed, and the findings are displayed on the following pages. A separate report displays comparative data over time.

<b>MARGIN OF ERROR</b>
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Because random household selection was used to create a sample of households for this study, the survey's results represent the population well. The term "Margin of Error" refers to the difference between the survey results and what one would get if a complete census of Hampton citizens had been conducted. The figure expressed is the maximum amount a percentage in this report might vary from a full census.

At a sample size of 300 randomly-selected Hampton residents, we can be 95% certain that any percentage in this report would be within  $\pm 5.6$  percentage points. That is thought of as the "worst case" error margin. When a percentage quoted in this report is above or below 50%, the Margin of Error is actually smaller (which is better). The following table displays the Margin of Error for a given percentage in this report (notice that the range of variation is the same for 90% vs. 10%, 55% vs. 45%, etc.):

If the reported percentage =	The "adjusted" range of sampling error =
99%	$\pm 1.13\%$
95%	$\pm 2.47\%$
90%	$\pm 3.39\%$
85%	$\pm 4.04\%$
80%	$\pm 4.53\%$
75%	$\pm 4.90\%$
70%	$\pm 5.19\%$
65%	$\pm 5.40\%$
60%	$\pm 5.54\%$
55%	$\pm 5.63\%$
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<b>50% - highest margin of error -</b>	<b>50% - highest margin of error -</b>
45%	$\pm 5.63\%$
40%	$\pm 5.54\%$
35%	$\pm 5.40\%$
30%	$\pm 5.19\%$
25%	$\pm 4.90\%$
20%	$\pm 4.53\%$
15%	$\pm 4.04\%$
10%	$\pm 3.39\%$
5%	$\pm 2.47\%$
1%	$\pm 1.13\%$



## **RESULTS**

**NOTE:** Because these findings are not presented in questionnaire order, the question numbers are shown for reference purposes (see Appendix).

**Q2 to Q19 - We would like to know how you feel about some of the services offered by the City of Hampton. Are you Extremely Satisfied, Satisfied, Dissatisfied, or Extremely Dissatisfied with (fill in) ?**

2002

	<u>Ext.</u> <u>Satis.</u>	<u>Satis.</u>	<u>Dis-</u> <u>satis.</u>	<u>Ext.</u> <u>Dissatis.</u>	<u>Total</u>	<u>(n= )</u>
The entertainment at Hampton Coliseum	4.7%	78.9%	14.7%	1.7%	100%	299
The public libraries	19.0%	77.0%	3.7%	0.3%	100%	300
The City's parks	9.3%	79.0%	10.0%	1.7%	100%	300
Hampton's community centers	3.2%	84.5%	10.2%	2.1%	100%	284
The City's paramedic & ambulance services	33.8%	64.2%	1.7%	0.3%	100%	299
Police services	23.3%	68.0%	6.3%	2.3%	100%	300
Fire services	26.7%	72.3%	0.7%	0.3%	100%	300
Public health services	5.8%	84.5%	9.6%	0.0%	100%	291
Social Service programs	4.2%	80.6%	14.2%	1.0%	100%	289
The public school system in Hampton	11.3%	67.0%	17.7%	4.0%	100%	300
Youth sports activities	12.8%	76.0%	10.5%	0.7%	100%	296
Adult recreation activities	6.6%	80.0%	12.1%	1.4%	100%	290
The parenting programs, classes, & resources	6.6%	85.3%	7.7%	0.4%	100%	273
Cultural & arts programs	11.4%	73.5%	14.1%	1.0%	100%	298
The City's main 311 phone number system	22.4%	70.2%	5.1%	2.4%	100%	295
The recycling program	22.7%	66.6%	9.4%	1.3%	100%	299
Garbage collection	22.4%	71.2%	6.0%	0.3%	100%	299
The application process for obtaining City permits - for anything	6.9%	80.3%	11.8%	1.0%	100%	289

(Percentages Read Horizontally)

**RE-GROUPED SUMMARY TABLE**  
**Q2 to Q19**

**Satisfaction With Some City Services**  
**(In descending order by most satisfied)**

**We would like to know how you feel about these services offered by the City of Hampton. Are you Satisfied or Dissatisfied with (fill in) ?**

2002

	<u>Satis.</u>	<u>Dissatis.</u>	<u>Total</u>	<u>(n= )</u>
Fire services	99.0%	1.0%	100%	300
The City's paramedic & ambulance services	98.0%	2.0%	100%	299
The public libraries	96.0%	4.0%	100%	300
Garbage collection	93.6%	6.4%	100%	299
The City's main 311 phone number system	92.5%	7.5%	100%	295
The parenting programs, classes, & resources	91.9%	8.1%	100%	273
Police services	91.3%	8.7%	100%	300
Public health services	90.4%	9.6%	100%	291
The recycling program	89.3%	10.7%	100%	299
Youth sports activities	88.9%	11.1%	100%	296
The City's parks	88.3%	11.7%	100%	300
Hampton's community centers	87.7%	12.3%	100%	284
The application process for obtaining City permits - for anything	87.2%	12.8%	100%	289
Adult recreation activities	86.6%	13.4%	100%	290
Cultural & arts programs	84.9%	15.1%	100%	298
Social Service programs	84.8%	15.2%	100%	289
The entertainment at Hampton Coliseum	83.6%	16.4%	100%	299
The public school system in Hampton	78.3%	21.7%	100%	300

(Percentages Read Horizontally)

**SUMMARY TABLE**  
**Q2 to Q19**

**Average Satisfaction Ratings for Some City Services**  
**(In descending order)**

**Are you Extremely Satisfied (4), Satisfied (3), Dissatisfied (2), or Extremely Dissatisfied (1) with (fill in) ?**

	2002 <u>Average Rating</u>	<u>(n= )</u>
The City's paramedic & ambulance services	3.31	299
Fire services	3.25	300
Garbage collection	3.16	299
The public libraries	3.15	300
The City's main 311 phone number system	3.13	295
Police services	3.12	300
The recycling program	3.11	299
Youth sports activities	3.01	296
The parenting programs, classes, & resources	2.98	273
Public health services	2.96	291
The City's parks	2.96	300
Cultural & arts programs	2.95	298
The application process for obtaining City permits - for anything	2.93	289
Adult recreation activities	2.92	290
Hampton's community centers	2.89	284
Social Service programs	2.88	289
The entertainment at Hampton Coliseum	2.87	299
The public school system in Hampton	2.86	300

Scale: 4.0 = Extremely Satisfied  
 3.0 = Satisfied  
 2.0 = Dissatisfied  
 1.0 = Extremely Dissatisfied

**Q20 to Q30 - In the past 12 months, have you or other members of your household  
(fill in) ?**

	<u>2002</u>			
	<u>Yes</u>	<u>No</u>	<u>Total</u>	<u>(n= )</u>
Gone to the Hampton Coliseum for an event or concert	43.3%	56.7%	100%	300
Visited a Hampton City park	65.3%	34.7%	100%	300
Been inside a community center in Hampton	34.3%	65.7%	100%	300
Had direct contact with the Hampton Police Department	43.0%	57.0%	100%	300
Visited a public library in Hampton	72.3%	27.7%	100%	300
Attended adult recreation classes or activities	17.0%	83.0%	100%	300
Attended a cultural & arts program or event in Hampton	43.7%	56.3%	100%	300
Called the City's 311 number for information or assistance	41.3%	58.7%	100%	300
Participated in the City's curbside recycling program or dropped off recyclables	83.7%	16.3%	100%	300
Had a child who participated in the City's youth sports activities	13.7%	86.3%	100%	300
Had any children attending Hampton Public Schools	31.7%	68.3%	100%	300

(Percentages Read Horizontally)

### Average Ratings (Users vs. Non-Users)

**Q20 to Q30**

2002

<b>Q2 to Q5, Q7, Q11 to Q13, &amp; Q15 to Q17</b>	<u>Used Service</u>	<u>Did Not Use Service</u>
The entertainment at Hampton Coliseum	2.89 n=130	2.85 n=169
The public libraries	3.19 n=217	3.02 a n=83
The City's parks	2.97 n=196	2.93 n=104
Hampton's community centers	2.86 n=103	2.90 n=181
Police Department services	3.15 n=129	3.11 n=171
The public school system in Hampton	2.87 n=103	2.85 n=197
Adult recreation activities	3.00 n=51	2.90 n=239
Cultural & arts programs	3.00 n=131	2.92 n=167
The City's main 311 phone number system	3.20 n=124	3.07 n=171
The recycling program	3.12 n=251	3.04 n=48
Youth sports activities	2.94 n=48	3.02 n=248

Scale: 4.0 = Extremely Satisfied  
3.0 = Satisfied  
2.0 = Dissatisfied  
1.0 = Extremely Dissatisfied

Key: a = Users rated it sig. higher  
b = Non-users rated it sig. higher

(Based on a Two-Tailed T-Test statistic.)

**Q31 to Q39 - Overall, are you Extremely Satisfied, Satisfied, Dissatisfied, or Extremely Dissatisfied with (fill in) ?**

2002

	<u>Ext.</u> <u>Satis.</u>	<u>Satis.</u>	<u>Dis-</u> <u>satis.</u>	<u>Ext.</u> <u>Dissatis.</u>	<u>Total</u>	<u>(n= )</u>
The information available on City services	16.7%	75.0%	6.7%	1.7%	100%	300
The beautification & landscaping of City roadways	12.0%	67.0%	17.3%	3.7%	100%	300
The overall appearance of Hampton	13.3%	69.7%	15.3%	1.7%	100%	300
The condition of the main roads in the City	6.7%	56.7%	31.0%	5.7%	100%	300
The condition of neighborhood streets	7.0%	67.7%	23.7%	1.7%	100%	300
The ease of traffic flow on main roads	4.0%	48.0%	40.0%	8.0%	100%	300
The ease of traffic flow on neighborhood streets	6.3%	83.7%	8.3%	1.7%	100%	300
The courtesy of City employees	9.0%	84.3%	6.0%	0.7%	100%	300
The overall work performance of City employees	11.7%	78.7%	9.0%	0.7%	100%	300

(Percentages Read Horizontally)

**RE-GROUPED SUMMARY TABLE**  
**Q31 to Q39**

**Satisfaction With Some City Characteristics**  
**(In descending order by most satisfied)**

**Are you Satisfied or Dissatisfied with (fill in) ?**

	<u>2002</u>			
	<u>Satis.</u>	<u>Dissatis.</u>	<u>Total</u>	<u>(n= )</u>
The courtesy of City employees	93.3%	6.7%	100%	300
The information available on City services	91.7%	8.3%	100%	300
The overall work performance of City employees	90.3%	9.7%	100%	300
The ease of traffic flow on neighborhood streets	90.0%	10.0%	100%	300
The overall appearance of Hampton	83.0%	17.0%	100%	300
The beautification & landscaping of City roadways	79.0%	21.0%	100%	300
The condition of neighborhood streets	74.7%	25.3%	100%	300
The condition of the main roads in the City	63.3%	36.7%	100%	300
The ease of traffic flow on main roads	52.0%	48.0%	100%	300

(Percentages Read Horizontally)



**SUMMARY TABLE**  
**Q31 to Q39**

**Average Satisfaction Ratings for Some City Characteristics**  
**(In descending order)**

**Overall, are you Extremely Satisfied (4), Satisfied (3), Dissatisfied (2), or Extremely Dissatisfied (1) with (fill in) ?**

	2002 <u>Average Rating</u>	<u>(n= )</u>
The information available on City services	3.07	300
The courtesy of City employees	3.02	300
The overall work performance of City employees	3.01	300
The overall appearance of Hampton	2.95	300
The ease of traffic flow on neighborhood streets	2.95	300
The beautification & landscaping of City roadways	2.87	300
The condition of neighborhood streets	2.80	300
The condition of the main roads in the City	2.64	300
The ease of traffic flow on main roads	2.48	300

Scale: 4.0 = Extremely Satisfied  
 3.0 = Satisfied  
 2.0 = Dissatisfied  
 1.0 = Extremely Dissatisfied

**Q46 to Q49 - Do you Strongly Agree, Agree , Disagree, or Strongly Disagree with this statement (fill in) ?**

2002

	Strongly <u>Agree</u>	<u>Agree</u>	<u>Disagree</u>	Strongly <u>Disagree</u>	<u>Total</u>	<u>(n= )</u>
“I know how to inform the City about the way I feel on important issues”	12.3%	61.0%	23.7%	3.0%	100%	300
“Before the City makes important decisions, it considers the opinions of citizens who want to be heard”	6.7%	56.0%	27.3%	10.0%	100%	300
“The City works to provide services to improve the quality of life in all Hampton neighborhoods”	8.7%	66.3%	20.3%	4.7%	100%	300
“Generally speaking, my neighborhood receives the City services it needs”	11.0%	75.0%	11.3%	2.7%	100%	300

(Percentages Read Horizontally)

**RE-GROUPED SUMMARY TABLE**  
**Q46 to Q49**

**Agree vs. Disagree With Selected Statements About Hampton**

**Do you Agree or Disagree with this statement     (fill in)     ?**

	<u>2002</u>			
	<u>Agree</u>	<u>Disagree</u>	<u>Total</u>	<u>(n= )</u>
“I know how to inform the City about the way I feel on important issues”	73.3%	26.7%	100%	300
“Before the City makes important decisions, it considers the opinions of citizens who want to be heard”	62.7%	37.3%	100%	300
“The City works to provide services to improve the quality of life in all Hampton neighborhoods”	75.0%	25.0%	100%	300
“Generally speaking, my neighborhood receives the City services it needs”	86.0%	14.0%*	100%	300

(Percentages Read Horizontally)

**\*Q50 - What specifically isn't being done in your neighborhood?**

We have poor rain water drainage/Ditches are not maintained. (6 people)  
 We have poor road maintenance. (5 people)  
 We need street sweeping. (4 people)  
 There are rundown houses/properties. (4 people)  
 We need more police patrols. (3 people)  
 There is too much crime. (2 people)  
 We need sidewalks. (2 people)  
 We need parks. (2 people)  
 There are drug dealers. (2 people)  
 We need curbs installed. (1 person)  
 We need City water. (1 person)  
 There is too much traffic in my neighborhood. (1 person)  
 We have poor street lighting. (1 person)  
 The teens get into trouble. (1 person)  
 We need City sewers on Rockwell Road. (1 person)  
 They need to correct sand erosion along Grandview Beach. (1 person)  
 The Williams Pit Dump is an eyesore. (1 person)  
 We need mosquito abatement. (1 person)  
 The City doesn't mow public areas often enough. (1 person)  
 The City has slow response time for requests. (1 person)  
 Some neighbors don't mow their grass. (1 person)

**SUMMARY TABLE**  
**Q46 to Q49**

**Average Agreement Ratings**

**Do you Strongly Agree (4), Agree (3), Disagree (2), or Strongly Disagree (1) with this statement about Hampton (fill in) ?**

	2002 <u>Average Rating</u>	<u>(n= )</u>
“I know how to inform the City about the way I feel on important issues”	2.83	300
“Before the City makes important decisions, it considers the opinions of citizens who want to be heard”	2.59	300
“The City works to provide services to improve the quality of life in all Hampton neighborhoods”	2.79	300
“Generally speaking, my neighborhood receives the City services it needs”	2.94	300

Scale: 4.0 = Strongly Agree  
3.0 = Agree  
2.0 = Disagree  
1.0 = Strongly Disagree

**Q40 - Over the last year, have you had occasion to contact the City by phone, in person, or by other means to request information or report a problem?**

2002

	<u>Number</u>	<u>Percentage</u>
Yes	160	53.3%
No	<u>140</u>	<u>46.7%</u>
	300	100.0%

**Q41 to Q43 - (If “Yes”...) Overall, were you Extremely Satisfied, Satisfied, Dissatisfied, or Extremely Dissatisfied with (fill in) ?**

	<u>Ext. Satis.</u>	<u>Satis.</u>	<u>Dis- satis.</u>	<u>Ext. Dissatis.</u>	<u>Total</u>	<u>(n= )</u>	<u>Avg.* Rating</u>
The ease of making that contact when you contacted the City	27.5%	53.8%	14.4%	4.4%	100%	160	3.04
How quickly the City handled things when you called to request information or report a problem	28.8%	52.5%	12.5%	6.3%	100%	160	3.04
The overall quality of the response to your question or problem	25.0%	58.1%	13.8%	3.1%	100%	160	3.05

(Percentages Read Horizontally)

### **RE-GROUPED PRESENTATION Q41 to Q43**

	<u>Satis.</u>	<u>Dissatis.</u>	<u>Total</u>	<u>(n= )</u>
The ease of making that contact when you contacted the City	81.3%	18.8%	100%	160
How quickly the City handled things when you called to request information or report a problem	81.3%	18.8%	100%	160
The overall quality of the response to your question or problem	83.1%	16.9%	100%	160

(Percentages Read Horizontally)

\*Scale: 4.0 = Extremely Satisfied  
3.0 = Satisfied  
2.0 = Dissatisfied  
1.0 = Extremely Dissatisfied

**Q44 - The City has been working to streamline customer service. They have a central phone number where you can dial 311 to call about a question or to request a service. They also have City 1-Stop at Coliseum Mall where you can pay certain fees or taxes, and they have a central permits office. Were you generally aware of these services?**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
Yes	202	67.3%
No	<u>98</u>	<u>32.7%</u>
	300	100.0%

**Q45 - (If “Yes”...) In your opinion, have these changes improved your overall view of City government?**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
Yes, a lot	90	44.6%
Yes, a little	56	27.7%
No	<u>56</u>	<u>27.7%</u>
	202	100.0%

**Q51 - Where do you get most of your information on things related to Hampton City government?**

**(These choices were not read)**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
Newspaper/ <i>Daily Press</i>	143	47.7%
Network television	34	11.3%
On the Internet	27	9.0%
The City's cable TV channel, Ch. 47	23	7.7%
City publications	21	7.0%
Friend/relative	21	7.0%
I call the office to ask questions	8	2.7%
I call 311	5	1.7%
I visit the City office	5	1.7%
Information printed inside the phone book	5	1.7%
I go to City Council meetings	2	0.7%
I go to the library	2	0.7%
I know Council members	2	0.7%
Radio	1	0.3%
The Healthy Start Program	1	0.3%
By E-Mail (incl. eNews)	<u>0</u>	<u>0.0%</u>
	300	100.0%

**Q52 - Twice a month, there is a special page in the Hampton Life section of the *Daily Press* called “The Hampton City Page.” Do you, by chance, recall seeing it?**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
Yes	175	58.3%
No	<u>125</u>	<u>41.7%</u>
	300	100.0%

**Q53 - (If “Yes”...) Are you Extremely Satisfied, Satisfied, Dissatisfied, or Extremely Dissatisfied with the content?**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
Extremely Satisfied	30	17.1%
Satisfied	140	80.0%
Dissatisfied	5	2.9%
Extremely Dissatisfied	<u>0</u>	<u>0.0%</u>
	175	100.0%

\*Mean - 3.14 (out of a possible 4.0)

\*Scale: 4.0 = Extremely Satisfied  
 3.0 = Satisfied  
 2.0 = Dissatisfied  
 1.0 = Extremely Dissatisfied



**Q54 - Do you subscribe to cable TV in your home?**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
Yes	234	78.0%
No	<u>66</u>	<u>22.0%</u>
	300	100.0%

**Q55 - The City has a cable TV station called The City Channel, which is separate from the public schools' channel. In the past year, have you watched any of the Hampton City Council meetings that are shown on The City Channel, TV-47?**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
Yes	120	40.0%
No, but I do have cable TV	114	38.0%
No, does not have cable TV	<u>66</u>	<u>22.0%</u>
	300	100.0%

**Q56 - About how many times in the past 12 months did you watch City Council meetings on Channel 47?**

**(Grouped for presentation purposes)**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
Zero, does not have cable TV	66	22.0%
Zero, didn't watch Council meetings	114	38.0%
One time	11	3.7%
Two times	18	6.0%
Three times	21	7.0%
Four times	17	5.7%
Five times	12	4.0%
Six to twelve times	28	9.3%
Thirteen to twenty-four times	12	4.0%
Twenty-five or more times	<u>1</u>	<u>0.3%</u>
	300	100.0%

**AVERAGES:\***

Mean - 2.40 times (including zeros)

Median - 0.00 times (including zeros)

Mean - 6.00 times (excluding zeros)

Median - 4.00 times (excluding zeros)

\*Based on non-grouped data.

**Q57 - Have you watched any of the other programs or shows on The City Channel, TV-47, in the past 12 months?**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
Yes	92	30.7%
No, but I do have cable TV	142	47.3%
No, does not have cable TV	<u>66</u>	<u>22.0%</u>
	300	100.0%

**Q58 - Overall, how would you rate the quality of The City Channel programs you have seen? Are they Excellent, Good, Fair, or Poor?**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
Excellent	15	16.3%
Good	52	56.5%
Fair	25	27.2%
Poor	<u>0</u>	<u>0.0%</u>
	92	100.0%

\*Mean - 2.89 (out of a possible 4.0)

\*Scale: 4.0 = Excellent  
 3.0 = Good  
 2.0 = Fair  
 1.0 = Poor

NOTE: This question was asked only of the 92 respondents who had watched The City Channel in the past 12 months.

**Q59 - Do you have Internet access either at home or at work? (If Yes...) Is that at home, at work, or both?**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
Yes, at home (only)	81	27.0%
Yes, at work (only)	19	6.3%
Yes, both	94	31.3%
No, does not have Internet access	<u>106</u>	<u>35.3%</u>
	300	100.0%

## **DEMOGRAPHICS**

**Q1 - How long have you lived in Hampton?****(Grouped for presentation purposes)**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
One year or less	23	7.7%
Two years	21	7.0%
Three years	8	2.7%
Four years	6	2.0%
Five years	8	2.7%
Six to ten years	38	12.7%
Eleven to fifteen years	23	7.7%
Sixteen to twenty years	34	11.3%
Twenty-one to thirty years	34	11.3%
Thirty-one to forty years	46	15.3%
Forty-one or more years	<u>59</u>	<u>19.7%</u>
	300	100.0%

**AVERAGES: \***

Mean - 23.5 years

Median - 20.0 years

\*Based on non-grouped data.



**Q60 - Age of Respondent**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
18 to 24	18	6.0%
25 to 34	47	15.7%
35 to 44	56	18.7%
45 to 54	71	23.7%
55 to 64	56	18.7%
65 and over	<u>52</u>	<u>17.3%</u>
	300	100.0%

**AVERAGES:**

\*Mean - 48.1 years  
 Median - 51.5 years

\*The mean was derived through interpolation based on category midpoints. For consistency, a value of 67 was given to the category "65 and over."

**Q61 - Do you have any children under age 18 living in your home?**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
Yes	117	39.0%
No	<u>183</u>	<u>61.0%</u>
	300	100.0%

**Q62 - Is anyone in your household active duty military?**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
Yes	36	12.0%
No	<u>264</u>	<u>88.0%</u>
	300	100.0%

**Q63 - Race of Respondent**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
African American	125	41.7%
White	146	48.7%
Hispanic	7	2.3%
Asian	6	2.0%
Other	<u>16</u>	<u>5.3%</u>
	300	100.0%

**Q64 - Do you own your home or do you rent?**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
Owens/has mortgage	198	66.0%
Rents	<u>102</u>	<u>34.0%</u>
	300	100.0%

**Q65 - Zip Code of Residence**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
23605*	4	1.3%
23661	33	11.0%
23663	30	10.0%
23664	26	8.7%
23665	7	2.3%
23666	108	36.0%
23669	<u>92</u>	<u>30.7%</u>
	300	100.0%

\*While these people do not have a Hampton zip code, they live in Hampton.

**Q66 - In what city or county do you work?**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
Hampton	145	48.3%
Poquoson	2	0.7%
Newport News	59	19.7%
James City County/Williamsburg	5	1.7%
York County/Yorktown	6	2.0%
Suffolk/Isle of Wight	3	1.0%
Norfolk	15	5.0%
Portsmouth	4	1.3%
Chesapeake	3	1.0%
Virginia Beach	4	1.3%
No one works	<u>54</u>	<u>18.0%</u>
	300	100.0%

**Q67 - Education of Respondent**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
High school or less	119	39.7%
Some college	70	23.3%
Two-year college degree	34	11.3%
Bachelor's degree	53	17.7%
Graduate school or degree beyond four years of college	<u>24</u>	<u>8.0%</u>
	300	100.0%

**Q68 - Annual Family Income**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
Under \$20,000	46	15.9%
\$20,000 to \$39,999	106	36.7%
\$40,000 to \$59,999	78	27.0%
\$60,000 to \$79,999	34	11.8%
\$80,000 or more	<u>25</u>	<u>8.7%</u>
	289	100.0%

**AVERAGES:**

\*Mean - \$43,384  
 Median - \$38,584

\*The interpolated average was based on category midpoints and the following figures:

\$18,000 = Under \$20,000  
 \$90,000 = \$80,000 or more

NOTE: Eleven people refused to answer the income question.

**Q69 - Gender of Respondent**

	<u>2002</u>	
	<u>Number</u>	<u>Percentage</u>
Male	128	42.7%
Female	<u>172</u>	<u>57.3%</u>
	300	100.0%

## **APPENDIX**

## HAMPTON CITY SERVICES STUDY - 2002

Hello, this is \_\_\_\_\_ from Continental Research in Norfolk. We are conducting a citizen's survey for the City of Hampton.

A) Are you or is any member of your household an employee of the City of Hampton?

1 - Yes (Term & Mark DNQ: EMP)      2 - No

1) How long have you lived in Hampton? \_\_\_\_ yrs (1=1 yr. or less)

(If zero, Term & Mark DNQ: NONRES)

Next, I'll ask you about several services the City of Hampton offers. In general, are you Extremely Satisfied, Satisfied, Dissatisfied, or Extremely Dissatisfied with the:

ES   S   D   ED   DK   ROTATE ORDER

- |     |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|
| 2)  | 4 | 3 | 2 | 1 | 7 | The entertainment at Hampton Coliseum       |
| 3)  | 4 | 3 | 2 | 1 | 7 | The public libraries                        |
| 4)  | 4 | 3 | 2 | 1 | 7 | The City's parks                            |
| 5)  | 4 | 3 | 2 | 1 | 7 | Hampton's community centers                 |
| 6)  | 4 | 3 | 2 | 1 | 7 | The City's paramedic and ambulance services |
| 7)  | 4 | 3 | 2 | 1 | 7 | Police services                             |
| 8)  | 4 | 3 | 2 | 1 | 7 | Fire services                               |
| 9)  | 4 | 3 | 2 | 1 | 7 | Public health services                      |
| 10) | 4 | 3 | 2 | 1 | 7 | Social Service programs                     |
| 11) | 4 | 3 | 2 | 1 | 7 | The public school system in Hampton         |
| 12) | 4 | 3 | 2 | 1 | 7 | Youth sports activities                     |
| 13) | 4 | 3 | 2 | 1 | 7 | Adult recreation activities                 |

	<u>ES</u>	<u>S</u>	<u>D</u>	<u>ED</u>	<u>DK</u>	
14)	4	3	2	1	7	The parenting programs, classes, and resources
15)	4	3	2	1	7	Cultural and arts programs
16)	4	3	2	1	7	The City's main 311 phone number system where people can call to reach any dept. or get answers to questions
17)	4	3	2	1	7	The recycling program
18)	4	3	2	1	7	Garbage collection
19)	4	3	2	1	7	The application process for obtaining a City permit - for anything

**In the past 12 months, have you or other members of your household:**

**(ROTATE ORDER)**

	<u>Yes</u>	<u>No</u>	
20)	1	2	Gone to the Hampton Coliseum for an event or concert?
21)	1	2	Visited a Hampton City park? <b>(Remind them... "in the past 12 mos.")</b>
22)	1	2	Been inside a community center in Hampton?
23)	1	2	Had direct contact with the Hampton Police Department?
24)	1	2	Visited a public library in Hampton?
25)	1	2	Attended adult recreation classes or activities?
26)	1	2	Attended a cultural and arts program or event in Hampton?
27)	1	2	Called the City's 311 number for information or assistance?
28)	1	2	Participated in the City's curbside recycling program or dropped off recyclables?
29)	1	2	In the past year, did you have a child who participated in the City's youth sports activities?
30)	1	2	And, did you have any children attending Hampton Public Schools?



**Next, I'd like to ask your opinion about what it's like to live in Hampton. Overall, are you Extremely Satisfied, Satisfied, Dissatisfied, or Extremely Dissatisfied with:**

	<u>ES</u>	<u>S</u>	<u>D</u>	<u>ED</u>	<u>DK</u>	<u><b>ROTATE ORDER</b></u>
31)	4	3	2	1	7	The information available on City services
32)	4	3	2	1	7	The beautification and landscaping of City roadways
33)	4	3	2	1	7	The overall appearance of Hampton
34)	4	3	2	1	7	The condition of the main roads in the City
35)	4	3	2	1	7	The condition of neighborhood streets
36)	4	3	2	1	7	The ease of traffic flow on main roads
37)	4	3	2	1	7	The ease of traffic flow on neighborhood streets
38)	4	3	2	1	7	The courtesy of City employees
39)	4	3	2	1	7	Overall, how do you rate the work performance of City employees? Are you Extremely Satisfied, Satisfied, Dissatisfied, or Extremely Dissatisfied?

40) Over the last year, have you had occasion to contact the City by phone, in person or by other means to request information or report a problem?

1-Yes      2- No (**Go to Q44**)

	<u>ES</u>	<u>S</u>	<u>D</u>	<u>ED</u>	<u>DK</u>	
41)	4	3	2	1	7	How satisfied are you with the ease of making that contact? Were you Extremely Satisfied, Satisfied, Dissatisfied, or Extremely Dissatisfied?
42)	4	3	2	1	7	How satisfied are you with how quickly the City handled things?
43)	4	3	2	1	7	How satisfied are you with the overall quality of the response to your question or problem?

44) The City has been working to streamline customer service. They have a central phone number where you can dial 311 to request a service or ask a question. They also have City 1-Stop at Coliseum Mall where you can pay certain fees or taxes, and they have a central permits office. Were you generally aware of these services?

1- Yes                      2- No (**Go to Q46**)

45) In your opinion, have these changes improved your overall view of City government?  
(**If Yes....**) Is that a lot or a little?

1- Yes, a lot                      2- Yes, a little                      3- No

**Now, we're using a different scale. Do you Strongly Agree, Agree, Disagree, or Strongly Disagree with this statement:**

SA   A   D   SD   DK

46) 4      3      2      1      7      I know how to inform the City about the way I feel on important issues.

47) 4      3      2      1      7      Before the City makes important decisions, it considers the opinions of citizens who want to be heard.

48) 4      3      2      1      7      The City works to provide services to improve the quality of life in all Hampton neighborhoods.

49) 4      3      2\*      1\*      7      Generally speaking, my neighborhood receives the City services it needs.

50) (**If Q49 = 2 or 1**) What specifically isn't being done in your neighborhood?

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51) Now on another subject... Where do you get most of your information on things related to Hampton City government? (**Don't read choices**)

01- Newspaper/*Daily Press*

02- Friend/relative

03- City publications

04- Goes to City Council meetings

05- Regular "network" TV

06- The City's cable TV channel, Ch. 47

07- Looks on the Internet

08- Gets E-Mail (incl. eNews)

09- Calls the City's 311 main info number

Other: \_\_\_\_\_

52) Twice a month, there is a special page in the Hampton Life section of the *Daily Press* called "The Hampton City Page." Do you, by chance, recall seeing it?

1- Yes          2- No (**Go to Q54**)

53) Are you:

4- Extremely Satisfied,  
3- Satisfied,  
2- Dissatisfied, or  
1- Extremely Dissatisfied with the content?

54) Do you subscribe to cable TV in your home?          1- Yes          2- No (**Go to Q59**)

55) The City has a cable TV station called The City Channel, which is separate from the public schools' channel. In the past year, have you watched any of the Hampton City Council meetings that are shown on The City Channel, TV-47?

1 - Yes          2 - No (**Go to Q57**)

56) About how many times in the past 12 mos. did you watch City Council meetings on Ch. 47?

\_\_\_\_\_times

57) Have you watched any of the OTHER programs or shows on The City Channel, TV-47, in the past 12 months?

1- Yes          2- No (**Go to Q59**)

58) Overall, how would you rate the quality of The City Channel programs you have seen? Are they:

4- Excellent          3- Good          2- Fair, or          1- Poor?

59) Do you have Internet access either at home or work? (**If Yes...**) Is that at home, at work, or both?

1- Yes, at home          2- Yes, at work          3- Yes, both          4- No

**Now, just a few questions to categorize your answers with those from other citizens.**

- 60) Is your age between:      1- 18 to 24              4- 45 to 54  
   2- 25 to 34              5- 55 to 64  
   3- 35 to 44              6- 65 or over?

- 61) Do you have any children under age 18 living in your home?      1- Yes              2- No

- 62) Is anyone in your household active duty military?                      1- Yes              2- No

- 63) Is your racial origin: **(READ CHOICES)**

1- African American,              3- Hispanic American,              5- Other \_\_\_\_\_  
2- White,                              4- Asian, or

- 64) Do you own your home or do you rent?      1- Owns/has mortgage              2- Rents

- 65) What is your zip code?   2     3     6      \_\_\_\_ \_\_\_\_

- 66) In what City or County do you work? (If non-working, inquire about spouse)

01- Hampton	07- Norfolk	
02- Poquoson	08- Portsmouth	
03- Newport News	09- Chesapeake	99- No one works
04- James City County/Wmsbg.	10- Virginia Beach	
05- York County/Yorktown	11- Other Virginia city or county	
06- Suffolk or Isle of Wight		

- 67) What is the highest level of formal education you have had? **(READ-IF NEEDED)**

1 - High school or less	4 - Bachelor's degree (4 yr.)
2 - Some college	5 - Grad. school or degree beyond 4 years of college
3 - Two-year college degree	

68) Which LETTER includes your total yearly household income? Just stop me when I say it:

1- A) Under \$20,000

2- B) \$20,000 to \$39,999

3- C) \$40,000 to \$59,999

4- D) \$60,000 to \$79,999

5- E) \$80,000 or more per year

69) **GENDER:** 1- Male 2- Female

**THANKS FOR YOUR PARTICIPATION. I REALLY APPRECIATE IT.**